

<<商务沟通>>

图书基本信息

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内容概要

《中国国际贸易学会十二五规划教材：商务沟通》将英语语言与国际商务专业知识相结合，根据外贸业务的主要环节和商务活动的特定情境，精心设计了国际商务参展、实地参观公司、商务宴请和观光、商品价格磋商、商品品质磋商、商品包装磋商、商品船期磋商、保险条款磋商、支付条款磋商、提前交货磋商、合同签订、代理事项磋商、合同善后索赔问题磋商等13个职场化的商务沟通场景。

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